

ORDER



Orders	Order / Rev:	707901		
	Alt Order #:	06287690		
	Product Desc:	MAJORITY PAC		
	Estimate:	1639		
	Flight Dates:	08/21/12 - 08/31/12	Primary AE:	Joe Knauer
	Original Date / Rev:	08/20/12 / 08/20/12	Sales Office:	T-WAS
	Order Type:	Political	Sales Region:	NAT
Agency	Name:	Greer Margolis Mitchell/ Pol		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3050 K St NW	Billing Cycle:	WEEKLY
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Senate Majority PAC		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	IS-Candidate/US Senate	Order Separation:	00:15:00
	Priority:	P-5	Advertiser External ID:	
	Revenue Codes:	AGY, GEN, POL	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
08/20/12	08/26/12	33	\$40,150.00	33	\$34,127.50	0.00	
08/27/12	09/02/12	34	\$39,950.00	34	\$33,957.50	0.00	
			Totals	67	\$80,100.00	\$68,085.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	08/21/12	08/24/12	Days of Our Lives	CM	1p-2p	- TWTF--	:30	4	\$400.00	P-5	0.00	NM	4	\$1,600.00
Days of Our Lives															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/20/12 08/26/12 - TWTF-- 4 \$400.00 0.00															
E 2	WKYC	08/21/12	08/31/12	M-F 2-3p	CM	2-3p	- TWTF--	:30	1	\$250.00	P-5	0.00	NM	2	\$500.00
Rachel Ray															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/20/12 08/26/12 - TWTF-- 1 \$250.00 0.00															
Week: 08/27/12 09/02/12 - TWTF-- 1 \$250.00 0.00															
E 3	WKYC	08/21/12	08/31/12	M-F 3-4p	CM	3p-4p	- TWTF--	:30	4	\$400.00	P-5	0.00	NM	8	\$3,200.00
The Doctors															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/20/12 08/26/12 - TWTF-- 4 \$400.00 0.00															
Week: 08/27/12 09/02/12 - TWTF-- 4 \$400.00 0.00															
E 4	WKYC	08/21/12	08/31/12	M-F 4-5p	CM	4p-5p	- TWTF--	:30	4	\$500.00	P-5	0.00	NM	8	\$4,000.00
Ellen Degeneres															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/20/12 08/26/12 - TWTF-- 4 \$500.00 0.00															
Week: 08/27/12 09/02/12 - TWTF-- 4 \$500.00 0.00															
E 5	WKYC	08/21/12	08/31/12		CM	5p-6p	- TWTF--	:30	4	\$750.00	P-5	0.00	NM	8	\$6,000.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-6p Dr. Phil											
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
Week:	08/20/12	08/26/12	- TWTF--			4	\$750.00		0.00						
Week:	08/27/12	09/02/12	- TWTF--			4	\$750.00		0.00						
E 6	WKYC	08/21/12	08/31/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF--	:30	4	\$2,000.00	P-5	0.00	NM	8	\$16,000.00
CH3 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
Week:	08/20/12	08/26/12	- TWTF--			4	\$2,000.00		0.00						
Week:	08/27/12	09/02/12	- TWTF--			4	\$2,000.00		0.00						
E 7	WKYC	08/21/12	08/31/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF--	:30	4	\$1,000.00	P-5	0.00	NM	8	\$8,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
Week:	08/20/12	08/26/12	- TWTF--			4	\$1,000.00		0.00						
Week:	08/27/12	09/02/12	- TWTF--			4	\$1,000.00		0.00						
E 8	WKYC	08/21/12	08/31/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF--	:30	4	\$1,400.00	P-5	0.00	NM	8	\$11,200.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
Week:	08/20/12	08/26/12	- TWTF--			4	\$1,400.00		0.00						
Week:	08/27/12	09/02/12	- TWTF--			4	\$1,400.00		0.00						
E 9	WKYC	08/21/12	08/31/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF--	:30	2	\$2,800.00	P-5	0.00	NM	4	\$11,200.00
CH3 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
Week:	08/20/12	08/26/12	- TWTF--			2	\$2,800.00		0.00						
Week:	08/27/12	09/02/12	- TWTF--			2	\$2,800.00		0.00						
E 10	WKYC	08/21/12	08/25/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTFS-	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
Week:	08/20/12	08/26/12	- TWTFS-			1	\$3,000.00		0.00						
Spot	Ch	Date Range	Description												
1	WKYC	08/20/12-08/26/12	Nightly News												
See MG 10.2 [political]															
2	WKYC	08/27/12-08/27/12	Nightly News												
E 11	WKYC	08/27/12	08/27/12	Mon Prime B Mon Prime B	CM	9-10p	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
STARS EARN STRIPES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
Week:	08/27/12	09/02/12	M-----			1	\$2,500.00		0.00						
E 12	WKYC	08/26/12	08/26/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
Week:	08/20/12	08/26/12	-----S			1	\$2,500.00		0.00						
E 13	WKYC	08/21/12	08/21/12	Tues Prime Other Tues Prime Other	CM	Various (8:00 PM-10:00 PM)	- T-----	:30	1	\$6,000.00	P-5	0.00	NM	1	\$6,000.00
AMERICA'S GOT TALENT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
Week:	08/20/12	08/26/12	- T-----			1	\$6,000.00		0.00						
E 14	WKYC	08/27/12	08/27/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$400.00	P-5	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
Week:	08/27/12	09/02/12	M-----			1	\$400.00		0.00						
E 15	WKYC	08/27/12	08/27/12		CM	4p-5p	M-----	:30	1	\$500.00	P-5	0.00	NM	1	\$500.00

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M-F 4-5p Ellen Degeneres															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/27/12	09/02/12	M-----			1	\$500.00	0.00								
E 16	WKYC	08/27/12	08/27/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	2	\$750.00	P-5	0.00	NM	2	\$1,500.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/27/12	09/02/12	M-----			2	\$750.00	0.00								
E 17	WKYC	08/27/12	08/27/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/27/12	09/02/12	M-----			1	\$2,000.00	0.00								
													Totals		
													67	\$80,100.00	